



ATTITUDE OF CONSUMERS TOWARDS HEDONIC SHOPPING - A STUDY WITH REFERENCE TO VIRUDHUNAGAR DISTRICT

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ABSTRACT

Shopping is the activity of searching, selecting and ultimately purchasing services that fulfill the needs, wants and desires of customers. According to Dr. Murugaiah and Radhika Vishvas "Shopping is increasingly seen as the leisure activity and, as such, fulfills as a role in family and social life which goes beyond the traditional shopping activities of buying in provisions and other goods when required. Shopping plays a key role in the women's activity list. The shopping may be dividing into Online Shopping, Offline Shopping, Conventional Shopping, Traditional Shopping and so on. Consumer attitude is change day by day because their taste and preference are change day by day. It is frequently and unnecessarily. It creates potential entertainment and emotional value to spent more time in shopping. It is a positive experience where consumers can enjoy satisfying experience with emotional related to the shopping activity. Convenient sampling method is employed to collect data through questionnaire from 600 Consumers from Virudhunagar district. The study indicates that, Consumer is the main pillar of every business.

KEYWORDS: Consumer Buying Behaviour, Hedonic Shopping.

INTRODUCTION

Hedonic Shopping is unplanned one. Many factors are induced to buy the product frequently (i.e) Buy one get one offer, product packaging, product colour, Low price etc. It is one of the entertainment shopping also. It create prestige for each and every consumers.

Hedonic derived from the Greek *hedone*, meaning 'sweetness', 'joy', or 'delight', and refers to theories about the nature and function of pleasure. Originally, *hedone* was the sort of sweetness that could be appreciated by taste or smell then investigation was involved. Finally, it was applied metaphorically to any pleasant sensation or emotion. Besides it is just like a feeling of the people to buy the products at pre-determined level. It also contains entertainment, prestige, status, etc. It creates potential entertainment and emotional value to spend more time in shopping. The hedonic consumption behavior of consumers plays an important role in consumption activities. The level of this behavior varies according to the characteristic of the consumers. In this context, it can be stated that hedonic shopping differentiates based on gender, that men show more rationalist purchasing behaviors and that women do shopping with the expectation of pleasure. It is related to excess, unplanned and pleasure, it is important for businesses to know which factors motivate consumers towards hedonic behavior.

REVIEW OF LITERATURE

Elsa Claesson & Elin Egelbäck Starud (2023) have stated in their research report on "Influencer marketing & Impulsive buying - A quantitative study on influencer marketing and discount codes effect on impulse buying and purchase satisfaction" The results on purchase satisfaction did reveal a positive outcome since consumers who had made a purchase through influencer marketing with and without discount code were pleased with their purchase which resulted in a frequent usage of their purchased items. Additionally, the conclusion in terms of post-purchase satisfaction is that influencer marketing is a suitable strategy to be used by businesses as the majority revealed that they were pleased with the products afterwards. Ultimately, it results in positive word-of-mouth which upholds beneficial consequences for businesses.

Amélia Quicanga & Louis Ogbere (2022) *Impulse purchase: Factors Antecedents and Post-Purchase Satisfaction* The conclusions of the present investigation are more relevant for stores in the sector related to the purchase of food goods since they are the most impulsively purchased product categories recorded by the participants. Therefore, the present investigation is relevant for a better understanding of certain factors that influence impulse purchases, since the knowledge of these factors will help marketers to create more targeted and effective strategies, between generations X and Y.

Marco Mandolfo and Lucio Lamberti (2021) "Past, Present, and Future of Impulse Buying Research Methods: A Systematic Literature Review" Our results show that qualitative interviews provide insights into broader factors related to individual meanings associated with the phenomenon. For instance, from the interviewee's transcripts it was possible to extrapolate factors such as post purchase regret or the connexion between unplanned and impulsive purchase. Furthermore, from a combination of qualitative interviews with

quantitative observations, provide evidence for the relationship between identity-relevant products and IB.

STATEMENT OF THE PROBLEM

Consumers in the modern age seek to derive pleasure from the experience of consumption and at the same time meet their needs. They engage in all activities such as selection, securing, using and disposing the products (or) service. The growth of India organized retail industry has changed the shopping behavior of the consumers. Organized retailing is changing the whole concept of shopping in terms of consumer buying behavior.

Consumer's shopping attitude will be changed day by day according to the product quality, attractive packaging, free offers, new innovations, wide range of products, prices etc. They prefer not only the best one but also the thing that make them happiest. Hedonic consumers make shopping for various uneconomical reasons such as playing role, entertainment, individual satisfaction, learning new trends, physical activity, Sensorial stimulation, Social experience, communication with people whom have similar interests, attractiveness of the reference group, status and authority, bargaining enjoyment. Moreover, the consumers who perform immediate buying and selling are as constant customers of shopping centers and supermarkets which carry out purchase at unplanned high members. People receiving more information with the help of media also. People prefer a product through the impact of advertisement given by media. Hedonic shopping is an activity of shopping behavior of human beings. It is done at the time of announcing free offer and trade discount. Besides it is just like a feeling of the people to buy the products at pre-determined level. It also contains entertainment, prestige, status etc. Therefore the present study concentrates on the Attitude of Consumers towards Hedonic shopping in Virudhunagar district.

OBJECTIVES OF THE STUDY

The objectives of the study are as follows.

- To study about the socio-economic profile of the respondents.
- To evaluate the attitude of consumers towards hedonic shopping.
- To find out the level of satisfaction of the consumers towards hedonic shopping.
- To offer suitable suggestions on the basis of findings of the study.

SCOPE OF THE STUDY

The study covers Virudhunagar district only. Shopping mall, Super markets and uncounted shops are located in Virudhunagar. The present study attempts to examine the buying attitude of consumers Towards Hedonic Shopping in Virudhunagar District.

RESEARCH METHODOLOGY

This study is descriptive and analytical in nature. It covers both primary and secondary data. Pretested interview schedule is used for the collection of primary data. Secondary data were collected from standard books, journals and websites.

SAMPLING SIZE

As per Censuses 2011, the total population of Virudhunagar district is 19.42 lakhs. Most of them having frequent purchase through hedonic shopping. As the

population is larger number, a total of 600 respondents were chosen at random. Primary data has been collected from 600 respondents proportionately by using convenience sampling technique.

SAMPLING DESIGN

Eleven taluks are to be selected namely Virudhunagar, Sattur, Rajapalayam, Arupukottai, Srivilliputhur, Sattur, Kariapatti, Tiruchuli, Narikudi, Watrap, Vembakottai. In Virudhunagar district, there are eleven taluks. The distribution of respondents on the basis of taluk is given in the below Table 1

Stratum	Taluk	Population	No. of. Sample
1	Virudhunagar	366753	113
2	Rajapalayam	317668	98
3	Sivakasi	201097	62
4	Arupukottai	226236	70
5	Srivilliputhur	232296	72
6	Sattur	144607	45
7	Kariapatti	95428	29
8	Tiruchuli	93290	29
9	Narikudi	88735	27
10	Watrap	90260	28
11	Vembakottai	85918	27
	Total	1942288	600

Source: <https://en.wikipedia.org/wiki/Virudhunagar-district>

Table-1
Distribution of Sample in Virudhunagar District (Consumers)

Calculations for distribution of Sample in Virudhunagar District:

No. of Sample in Virudhunagar Taluk = $(366753/1942288) \times 600 = 113$

There are eleven taluks in Virudhunagar district. This same method of calculations is used to find out the sample size for the remaining ten taluks.

Out of 600 respondents, 113 respondents are chosen from Virudhunagar, 98 respondents are chosen from Rajapalayam, 62 respondents are chosen from Sivakasi, 70 respondents are chosen from Arupukottai, 72 respondents are chosen from Srivilliputhur, 45 respondents are chosen from Sattur, 29 respondents are chosen from Kariapatti, 29 respondents are chosen from Tiruchuli, 27 respondents are chosen from Narikudi, 28 respondents are chosen from Watrap, 27 respondents are chosen from Vembakottai.

S.No	Profile	Characteristics	No. of Respondents	Percentage
1.	Gender	Male	162	27.00
		Female	438	73.00
2.	Age (in years)	Below 25	301	50.20
		25- 35	203	33.80
		35 – 45	77	12.80
		Above 45	19	3.20
3.	Marital status	Married	447	74.50
		Unmarried	153	25.50
4.	Educational Qualification	School level	160	26.70
		Undergraduate	266	44.30
		Postgraduate	94	15.70
		Professional	50	8.30
		Diploma course	30	5.00
5.	Occupation	Government employee	202	33.67
		Private employee	198	33.00
		Professional	95	15.83
		Businessman	48	8.00
		Farmer	10	1.67
		Student	22	3.67
		Housewife	25	4.17
6.	Type of Family	Joint family	362	60.30
		Nuclear family	238	39.70

7.	Annual Income	Below 2,00,000	249	41.50
		2,00,000 – 4,00,000	248	41.30
		4,00,000 – 6,00,000	46	7.70
		6,00,000 – 10,00,000	35	5.80
		Above 10,00,000	22	3.70
	Total		600	100

Source: Primary data

TABLE 2
ANALYSIS AND INTERPRETATION OF DATA

S.No	Attitude	Characteristics	No. of Respondents	Percentage
1.	Hedonic Shopping	Yes	600	100
		No	---	---
2.	Type of Product	Grocery item	148	24.67
		Cosmetic and Personal care	170	28.33
		Kitchenware	61	10.17
		Food and Beverage	221	36.83
3.	Period of Shopping	Daily	90	15.00
		Weekly once	111	18.50
		Monthly once	324	54.00
		Yearly once	75	12.50
4.	Time Spent for Shopping	0-2	186	31.00
		2-4	272	45.30
		4-6	138	23.00
		Above 6	4	0.70
5.	Amount spent for shopping (pm)	Below – Rs. 1,000	125	20.80
		Rs. 1,000- Rs. 3,000	95	15.80
		Rs. 3,000- Rs. 6,000	348	58.00
		Rs. Above 6,000	32	5.30
	Total		600	100

Source: Primary data

Table-3
Attitude of Consumers towards Hedonic Shopping

Table-3 explained that, 600 (100%) of the respondents are buy the product frequently through hedonic shopping, 221 (36.83%) frequently purchase food and beverage items through hedonic shopping, 324 (54%) of the respondents prefer shopping at monthly once, 272 (45.30 %) spend 2-4 hours for shopping and 348 (58.00%) of the respondents spent Rs. 3000- Rs.6000 per month for hedonic shopping.

ATTITUDE TOWARDS HEDONIC SHOPPING- MEAN SCORE

Mean scores are estimates of variance across groups. Mean scores are used in analysis of variance and are calculated as the sum of the squares divided by appropriate degrees of freedom. The results are given in the following Table-

Opinion	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree	Efx	Efx/N	Rank
Relaxation and Refreshment	8148	33764	9720	1848	1720	55200	92	V
Prestigious one	14550	18676	18900	1672	1548	55346	92.24	IV
Time spent in shopping is truly enjoyable	13677	26036	12240	1760	1720	55433	92.39	III
Good entertainment	21437	19504	11970	1496	1462	55869	93.12	I
Updating knowledge about the latest products	17460	21160	13320	1848	1806	55594	92.66	II

Source: primary data

Table-4
Attitude towards Hedonic Shopping

The above shows that, the ranks are calculated with the help of mean score. Good entertainment gets the First rank (93.12), Second rank goes to Updating knowledge about the latest products (92.66), Third rank is occupied by the Time spent in shopping is truly enjoyable (92.39), Fourth rank goes to the Prestigious one (92.24), Relaxation and refreshment gets the Fifth rank (92).

SATISFACTION LEVEL OF HEDONIC SHOPPING

S.No	Satisfaction Level of Hedonic Shopping	No. of Respondents	Percentage
1	Highly satisfied	173	28.80
2	Satisfied	242	40.30
3	No opinion	77	12.80
4	Dissatisfied	77	12.80
5	Highly dissatisfied	31	5.20
	Total	600	100

Source: primary data

Table-5
Overall Satisfaction level of Hedonic Shopping

It elucidate that most of the respondents, 242 (40.30%) of the respondents are satisfied to purchase the product through hedonic shopping.

Relationship between the Age of the respondents and their Overall Satisfaction towards Hedonic Shopping – Analysis of Variance

Analysis of variance is used to the relationship between the age of the respondents and their overall satisfaction towards hedonic shopping. The null hypothesis framed that “There is no significant relationship between age of the respondents and their overall satisfaction towards hedonic shopping”.

Step: 1

X1	X1 ²	X2	X2 ²	X3	X3 ²	X4	X4 ²	X5	X5 ²
19	361	25	625	52	2704	42	1764	24	576
154	23716	217	47089	25	625	35	1225	7	49
173	24077	242	47714	77	3329	77	2989	31	625

Source: primary data

Table 6
Relationship between the Age of the respondents and Overall Satisfaction Towards Hedonic Shopping

Step: 2 (Between groups)

$$\begin{aligned}
 &= \frac{\sum X_1^2 + \sum X_2^2 + \sum X_3^2 + \sum X_4^2 + \sum X_5^2}{N_1 + N_2 + N_3 + N_4 + N_5} \\
 &= \frac{173^2 + 242^2 + 77^2 + 77^2 + 31^2}{N_1 + N_2 + N_3 + N_4 + N_5} \\
 &= \frac{173^2 + 242^2 + 77^2 + 77^2 + 31^2}{10} \\
 &= 14964.5 + 29282 + 2964.5 + 2964.5 + 480.5 - 36000 \\
 &= 50656 - 36000 \\
 &= 14656
 \end{aligned}$$

Step: 3 (within groups)

$$\begin{aligned}
 &= \sum X_1^2 + \sum X_2^2 + \sum X_3^2 + \sum X_4^2 + \sum X_5^2 - \frac{\sum X_1^2 + \sum X_2^2 + \sum X_3^2 + \sum X_4^2 + \sum X_5^2}{N_1 + N_2 + N_3 + N_4 + N_5} \\
 &= 24077 + 47714 + 3329 + 2989 + 625 - \frac{173^2 + 242^2 + 77^2 + 77^2 + 31^2}{N_1 + N_2 + N_3 + N_4 + N_5} \\
 &= 78734 - 50654 \\
 &= 28080
 \end{aligned}$$

Step: 4 Degrees of freedom (Between groups)
Between groups = k-1
= 5-1
= 4

Step: 5 (within groups)

With in groups = (N1-1) + (N2-1) + (N3-1) + (N4-1) + (N5-1)
= (2-1) + (2-1) + (2-1) + (2-1) + (2-1)
= 1 + 1 + 1 + 1 + 1
= 5

Step: 6

Sum of variance	Sum of square	D.f	Mean score	F
Between groups	14656	4	3664	0.65
Within groups	28080	5	5616	
Total	42736	9		

Source: primary data

Table 7
Relationship between the Age of the Respondents and their Overall Satisfaction Towards Hedonic Shopping - ANOVA TABLE

Interpretation

The calculated value (0.65) is less than the table value (3.63). Hence, the null hypothesis is accepted.

Thus, it is proved that, there is no significant relationship between the age of the respondents and their overall satisfaction towards hedonic shopping.

FINDINGS

Out of 600 respondents

- 438 (73.00%) of respondents are female
- 301 (50.20%) of the respondents are in the age group of below 25 years
- 447 (74.50%) of the respondents are married
- 266 (44.30%) are undergraduates
- 202 (33.67 %) are government employees
- 362 (60.30%) live in joint family
- 249 (41.50 %) earn an annual income below Rs.2,00,000 per annum.
- 600 (100%) of the respondents are buy the product frequently through hedonic shopping
- 221 (36.80%) frequently purchase food and beverage items through hedonic shopping
- 324 (54%) of the respondents prefer shopping at monthly once
- 272 (45.30 %) spend 2-4 hours for shopping
- 348 (58.00%) of the respondents spent Rs. 3000- Rs.6000 per month for hedonic shopping.
- Attitude towards hedonic shopping the mean score are calculated. Good entertainment gets the First rank (93.12)
- 242 (58.00%) of the respondents are satisfied to purchase the product through hedonic shopping.
- Analysis of Variance is applied the relationship between age of the respondents and overall satisfaction towards hedonic shopping The calculated value (0.65) is less than the table value (3.63). Hence, the null hypothesis is accepted. Thus, it is proved that, there is no significant relationship between the age of the respondents and their overall satisfaction towards hedonic shopping.

SUGGESTION

- According to the age group of respondents, the producers and marketers concentrate below 25 years age group mostly. Hence they should focus all type of age group to increase the level of Consumer's.
- The result highlighted that the satisfaction level of hedonic shopping among the Consumer's mostly affected by shopping is only for shopping is good entertainment one. The marketers also concentrate update new product thoroughly and enhance of information about the all product through advertisements.
- The manufactures provide various facilities such as after sales service, long period of guarantees etc. because consumer satisfaction is more important in all types of business. The producer has to fulfill the consumer needs and the consumer satisfaction automatically increases at a high level.

CONCLUSION

Hedonic shopping is a common phenomenon in the modern marketing world. The producers and marketers turn to induce the consumers to make hedonic buying. Most of the consumers do hedonic shopping because of the reasonable price and for relaxation and most of them prefer hedonic buying because of the recommendation from their friends. The study indicates that the various consumer buying attitude which includes time spent, relaxation, entertainment, latest product knowledge induce the consumer.

Nowadays the media advertisement also induces to buy the products frequently. In addition to the above, the people get the refreshment and the enjoyment through hedonic shopping. The product designs, packaging, various offers also lead the people to spend their money unnecessarily. Thus, “Hedonic shopping paves the way for financial inclusion which is needed for our current financial position”.

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